



Scoring Criteria 1: Qualifications/Expertise of Firms on Team

Min pts 0 : Max pts 20

A. Include the following items:

- Provide a listing of all firms on your proposed team;
- Clear identification of individuals and firms that will be involved in developing, planning, producing, and delivering the products or services listing the type(s) of expertise that each firm on your team can provide;
- How long has each firm on your team provided these type(s) of expertise;
- For each firm on your proposed team, provide the number of employees within the state of Washington (including the Greater Portland Metropolitan Area.) Also, provide the number of employees that each firm on your proposed team has nationwide; and
- Provide organization chart of your proposed team and include the respective roles that each firm will provide for the team.

B. Include the following items:

Has the prime consultant worked with proposed sub-consultants on similar projects in the last three years? If yes, provide name of the project, each firm's role on the project and the dates the services were performed. Limit examples to one project for each sub-consultant firm.

C. Include the following items:

Provide a list of up to five projects that each firm on your project team has completed within the last three years. Include the work/services provided on the project(s) and the approximate consultant fee of each project. The project(s) must demonstrate the required expertise needed for this project, including:

- The ability to plan and implement comprehensive consumer marketing programs that deliver desired results;
- Proven service in the greater Eugene, Portland, Seattle and Vancouver, BC media markets;
- Ability to develop and implement cooperative marketing and promotions partnerships;
- Expertise in purchase of media time and space, including the ability to leverage limited media dollars;
- Ability to deliver effective advertising creative; and
- Production and distribution expertise.

Scoring Criteria 2: Qualifications of Proposed Project Manager(s)

Min pts 0 : Max pts 20

The number of proposed Project Managers is limited to a maximum of three

A. Include the following items:

Provide up to three examples for each proposed Project Manager that demonstrates his/her prior experience as a Project Manager on WSDOT or similar projects. Include the date(s) of



each project; the name of the client/organization for each project; list the project manager's responsibilities and tasks on each project.

B. Include the following items:

Demonstrate each Project Manager(s) familiarity with relevant state and federal regulations and/or procedures.

C. Include the following items:

Provide up to three examples of each proposed Project Manager's ability to manage all of the following within a project:

- Demonstrated ability to respond to critical schedules and deadlines;
- Scope of work
- Budget issues; and
- Changes that arise throughout the life of the project.

D. Include the following items:

Provide listing of professional licenses/accreditations for each proposed Project Manager; include the year that each license/accreditation was received. Please include the licenses that were obtained in the State of Washington only.

Scoring Criteria 3: Key Team Members Qualifications (Prime Consultant and Sub-Consultants)

Min pts 0 : Max pts 20

A. Include the following items:

- List each key team member's role/responsibilities on your proposed team;
- For each proposed key team member, provide up to three examples of prior relevant projects. Include the name of project(s); dates of the project(s); and roles/responsibilities for each team member on those project(s); and
- For each key team member on your proposed team, demonstrate his/her understanding of WSDOT and/or public agency regulations/procedures.

Scoring Criteria 4: Firm's Project Management System (Prime Consultant Only)

Min pts 0: Max pts 20

A. Include the following items:

- Describe your firm's Quality Assurance/Quality Control processes;
- Describe your firm's tracking system(s) to monitor the project's budget and/or scope;
- List your firm's scheduling program. Identify the type of software and list up to three projects where the proposed Project Manager(s) have utilized this software;
- Describe your firm's process for interacting with your internal project team; and
- Describe your firm's ability to provide interaction with your client and/or stakeholders.

Scoring Criteria 5: Work Samples (Prime Consultant and Sub-Consultants)

Min pts 0 : Max pts 20



Provide work descriptions of three (3) projects accompanied by up to five (5) work samples for each project (a maximum of 15 work samples total) completed by the proposing team in the last two years. When viewed as a group, these work descriptions and samples should indicate the ability of the consultant to provide consumer market research and analysis; advertising creative development; cooperative promotions support; and media purchase. The work descriptions and samples should also indicate the consultant's ability to deliver a variety of advertising products, such as television and radio spots; outdoor, transit, and newspaper advertisements; point-of-purchase and display; and Internet and direct mail. Work completed by the consultant and sub-consultants should be represented in the three (3) work descriptions and accompanying samples. Only three (3) descriptions and a maximum of fifteen (15) samples will be considered. Each description must specify:

- Project start and end dates, including a summary of the consultant's ability to respond to critical schedules and deadlines;
- Project costs with detail about the cost of creative development, planning, production and product distribution;
- Results achieved by the product or service;
- Demonstrated creativity and effectiveness of project results; and
- Training, experience and accomplishments of key personnel responsible for the three (3) sample projects described.

Scoring Criteria 6: References/Past Performances (Prime Consultant Only)

Min pts 0 : Max pts 20

A. Include the following items:

Provide a minimum of three (3) evaluations. If three (3) or more evaluations have been performed by WSDOT for projects that have been completed during the past three (3) years, please refer to each WSDOT Y-Agreement number for verification of scores. If a minimum of three (3) WSDOT evaluations have not been performed for projects completed within the last three (3) years, it is necessary to have an evaluation of past performance completed by a client. The performance evaluation forms completed by clients must be returned to the Consultant Services Office under separate cover by the submittal due date. The evaluation form may be obtained by clicking on the link "Performance Evaluation Completed by Reference" which can be found on the main web page for this advertisement. Provide reference information for a minimum of three (3) with a maximum of five (5) similar projects for public sector clients in the last three (3) years. If you wish to have a Performance Evaluation completed on a WSDOT project, please contact the WSDOT project manager and have them complete WSDOT's internal Filemaker Pro form 272-019 "Performance Evaluations – Consultant Services."

Scoring Criteria 7: Cost Factors (Prime Consultant Only)

Min pts 0 : Max pts 20

Include the following items (If your firm has an established overhead rate use item "A": otherwise use item "B":



A. Overhead Rate and Direct Labor Costs:

- Overhead rates: Please state your firm's overhead rate. Please include supporting audited/unaudited overhead schedule for the most current fiscal year. Please include the beginning and ending dates of your firm's fiscal year.
- Direct (raw) labor costs: Listing of all proposed key personnel with corresponding labor classifications, clearly identifying the proposed project manager, and the associated direct (raw) labor costs for each labor classification.

B. Statement of Billing Rates: If your firm does not have a FAR audited overhead rate, include the following:

- Descriptive statement that the rates listed are the lowest/best rates given to any client;
- The beginning and ending dates that the quoted hourly rates are valid;
- Listing of all proposed key personnel with corresponding labor classifications, clearly identifying the proposed project manager; and
- The hourly billing rates for each labor classification.